



KENDRA SCOTT

Name

Cheryl Mills Knight

Title

SVP of Brand & Culture

Personal Bio – Long Form

Cheryl is one of the founding members of Kendra Scott, a leading fashion-meets-philanthropy accessories brand. The first marketing hire in 2005, Cheryl has since built the internal Kendra Scott marketing, creative and brand functions from the ground up, supporting the company in its growth to becoming a billion-dollar brand with 140+ stores nationwide.

An accomplished executive with digital and traditional marketing strategies and a proven track record of steering brand vision, Cheryl established the company's foundational strategies for brand, digital, and experiential marketing around Kendra Scott's pillars of Family, Fashion & Philanthropy. She was also the creative architect of the initial e-commerce platform, which includes developing the interactive Color Bar™. With the demands of the hyper-growth company, Cheryl built Kendra Scott's in-house marketing agency to consist of a multi-versed creative team, including Art Direction, Graphic and UX Design, Photography, Digital Media, Copywriting, Content Strategy, Social Media, and Events.

Her passion lies in sharing her knowledge and mentoring future leaders. Cheryl is currently on the Kendra Scott board for The Kendra Scott Women's Entrepreneurial Institute at the University of Texas at Austin. She has been a guest lecturer at The Art Institutes, Savannah College of Art and Design, The University of Texas at Austin, and Temerlin Advertising Institute at Southern Methodist University.